



Ralph Lauren Fragrances Introduces Polo Est. 67: A Fresh and Sporty New Scent

Debuts global campaign “Design Your Dreams” featuring New York Yankees™ Team Captain Aaron Judge

NEW YORK – March 14, 2024 – Ralph Lauren Fragrances introduces a bold, fresh, and powerful new scent with its launch of **POLO EST. 67 EAU DE TOILETTE**. Reigniting the POLO fragrance franchise, the new scent brings an athletic spirit to the iconic collection. Polo 67 EDT is for the man always at the top of their game, for the man who champions his own self-expression. A new global advertising campaign celebrates the power of dreaming through determination and grit, and features New York Yankees™ team captain, Aaron Judge.

“In both the world of sport and the world of fragrance, it’s passion that sets things apart. Aaron Judge’s genuine love for baseball embodies what I most believe in – a commitment to excellence and the art of doing what you love,” said Ralph Lauren, Executive Chairman and Chief Creative Officer.

Growing up in the golden age of baseball in the Bronx, Mr. Lauren has always been inspired by the rich heritage of America’s favorite pastime. Heroes, from the iconic greats of baseball, boxing, basketball to larger-than-life movie stars, populated his dreams and inspired his own incredible journey - starting with selling ties to becoming one of the most celebrated American designers. For over 57 years, Ralph Lauren’s heritage has been deeply rooted in a spirit of ‘sporty elegance’. The brand has rich history in the world of sport with a renowned portfolio of global partnerships across tennis, golf, and the Olympics, along with a roster of world-class athlete ambassadors.

Aaron Judge’s lifelong dedication and unwavering commitment to his love of baseball has catapulted him to become one of the world’s greatest athletes – he is a prolific, once-in-a-generation icon. The embodiment of sportsmanship, he transcends the world of baseball and is renowned for

his quiet leadership, gracious and refined dignity, sustained dedication to excellence and a passion for giving back. Pushing the boundaries of what is possible, he is a testament to the next generation to design their own dreams.

“Ralph Lauren is all about the American dream. As a brand I’ve always admired and dreamed of working with, it was an honor to collaborate with them – and no less, on a fragrance campaign that’s centered around designing your dreams through determination and grit. That is a message that really resonates with me in my baseball career and in my life,” said Aaron Judge.

A pioneer in the convergence of sport and style, Ralph Lauren transformed the fragrance category with the introduction of the iconic Polo Sport fragrance in 1993 – shifting the paradigm of the world of fragrance with a scent designed for an active lifestyle. Polo 67 bookmarks a new chapter within the iconic POLO franchise, representing a powerful, creative, and sensorial exploration of the intersection of fragrance and athletics.

Exclusively crafted by master perfumer Marie Salamagne, **POLO 67 EDT** embodies a warm vibrance with a unique blend of fresh and fruity notes of citrus, vetiver and sun-drenched bergamot combined with sweet pineapple accord.

- **TOP NOTES:** Bergamot Essence, Pineapple Accord, Lavandin Heart
- **MID NOTES:** Geranium, Clary Sage Essence Heart
- **BASE NOTES:** Vetiver Haiti, Sandalwood Essence, Patchouli Heart

A playful spin on the iconic Polo logo with a sporty reference to 1967 – the year of the Company’s founding - the consciously designed Polo 67 refillable fragrance bottle is a rich, dark blue tone with a modern silhouette, a shiny blue cap and white accents.

POLO EST. 67 EAU DE TOILETTE 125ml [\$108] will be available at select retailers starting March 14, 2024.

ABOUT RALPH LAUREN FRAGRANCES

In 1978, Ralph Lauren expanded his lifestyle brand to encompass the world of fragrance, launching Lauren for women and Polo for men. For more than 40 years since, Ralph Lauren Fragrances has developed best-selling fragrances that express a distinct personality and luxury lifestyle in line with the Ralph Lauren tradition. Today, the brand’s portfolio spans Ralph Lauren and Polo fragrances, including Ralph Lauren Collection fragrances, Woman by Ralph Lauren, Ralph Lauren Romance, Ralph’s Club, Polo Earth, Polo Blue, Polo Red, Purple Label and more.

ABOUT RALPH LAUREN

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of luxury lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. For more than 50 years, Ralph Lauren has sought to inspire the dream of a better life through authenticity and timeless style. Its reputation and distinctive image have been developed across a wide range of products, brands, distribution channels and international markets. The Company’s brand names – which include Ralph Lauren, Ralph Lauren Collection, Ralph Lauren Purple Label, Polo Ralph Lauren, Double RL, Lauren Ralph Lauren, Polo Ralph Lauren Children and Chaps, among others – constitute one of the world’s most widely recognized families of consumer brands. For more information, visit <https://corporate.ralphlauren.com>.

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